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# PLAYERS LIGHTS 25's

# "Carton Bonanza!"

## FREE CARTON when you buy four!
## $1.50 OFF your first carton!

Kings & 100's Regular and Menthol

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Mfr's. suggested pricing based on full-price brands.

Kings: 10 mg "tar," 0.8 mg nicotine—
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

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PLAYERS LIGHTS 25's

"FREE CARTON with four carton U.P.C. codes!"

Kings & 100's Regular and Menthol

To receive my free carton coupon, I have enclosed 4 carton U.P.C. codes from 4 Players Lights 25's cartons, any style. Send this form and 4 carton U.P.C. codes to: Players Lights 25's, P.O. Box 16025, Hauppauge, N.Y. 11788

PRINT NAME
ADDRESS
CITY
STATE ZIP

EXPIRES 9/30/87

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PLAYERS LIGHTS 25's

"$1.50 OFF carton coupon!"

Kings & 100's Regular and Menthol

Consumer: Limit one coupon per purchase. Not to be transferred, sold or reproduced. Any other use constitutes fraud. Limited to persons 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases sufficient to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A. P.O. Box 7581, Yorktown, IL 60182

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MANUFACTURER COUPON
EXPIRES 9/30/87

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MIKE CAUFIELD, DAVE KLAPROTH

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